

# e-update...



## Decision 2008

### Sales and Consulting Updates



**“Software Earnings’ strong brand merged with our industry veterans marketing expertise creates a powerful and unique approach to advising — one that will guide banks in navigating the payments landscape for the future.”**

Trent Fleming  
Senior Vice President  
Strategic Market Development  
Manager Advisory Services  
Software Earnings

## Software Earnings’ Formalizes Suite of Advisory Services

*MEMPHIS, Tenn., October 28, 2008*

Software Earnings, a leading developer of check and image processing technologies and services for the financial industry, announced the formalization of Advisory Services, a suite of consulting services to address a financial institution’s key needs in the areas of payments processing, treasury management services, and retail marketing for emerging technologies.

“Changes in the industry, and specifically in the payments landscape, have increased the need for banks to address and evolve their payments strategies into consolidated efforts to manage all types of transactions across the enterprise. Our goal is to provide advice and resources to help these banks develop organizational structures and operational systems to manage the new payments environment,” said Trent Fleming, senior vice president of Strategic Market Development and manager of Advisory Services for Software Earnings. “Software Earnings’ strong brand merged with our industry veterans expertise creates a powerful and unique approach to advising — one that will guide banks in navigating the payments landscape for the future.”

Software Earnings’ Advisory Services will include Payments Director, focusing on all aspects of the payments environment: workflow analysis, source integration, system implementation, process optimization, and assistance with check clearing and presentment. It also includes Treasury Management Solutions to assist community and mid-tier banks with product strategy and development, revenue enhancement initiatives, sales training, and channel marketing.

“It is proven that business customer acquisition and retention is driven, in part, by a bank’s ability to offer treasury management products and services,” said Carol T. Adams, CTP, senior vice president of Treasury Management Solutions for Software Earnings. “However, many banks lack the knowledge to integrate all the necessary components of a competitive depository and cash management suite.” Adams, a nineteen year treasury management practitioner and senior-level banker, joined Software Earnings to develop Advisory Services.

### About Software Earnings

Software Earnings is the leading provider of payments and image processing solutions for financial institutions. Since 1988, the company’s innovative solutions have provided their clients quality software applications and enhancements; implementation services; training and education; and a variety of professional advisory services. Software Earnings is headquartered in Memphis, Tenn. with a development office in Charlotte, N.C. For more information, please visit [www.SoftwareEarnings.com](http://www.SoftwareEarnings.com).